



MULTIPLY 417

Passion: The Bridge between People and Purpose



Weekly Tip January 1, 2024

Happy New Year

Thank them well and correctly!

Hey Rick,

Hopefully, your Giving Tuesday through Christmas (end of year) giving was everything you hoped for and needed. I would say, in general, from what I heard and what I was more directly involved in (with clients), it was a mixed year as far as \$\$\$ results. But I want to believe all of them experienced some success because of the greater emphasis in their communications being a continuum of developing strong relationships with their partners and not just viewing the season of giving as a giant ATM holiday.

So once you've counted your blessings and have them entered into your CRM, do not forget to send out a 2023 tax receipt thank you letter.

This can be something completely stand-alone from other communication pieces you might send in January. But I'm going to suggest you make it a part of your standard thank you update, just like any other month, with two exceptions:

1.- Make sure you provide them with a well-done tax receipt showing their total giving for 2023. BUT MAKE SURE any individual gift over \$250 is separately spelled out in some kind of line item form. Depending on your system, you may decide it is just simpler to list every gift transaction, but you don't have to.

So, if Mr. Fritzemeier gave you five gifts in 2023:

\$175 in Jan

\$225 in April

\$350 in June

\$245 in Sept and

\$1000 in Dec.

It is not enough to send me an annual summary showing the total amount of \$1995 because the June and December gifts exceed \$250 and have to have a separate listing (that does not mean a separate letter).

2.- Additionally, you are going to want to make sure and show them other gifts they are "credited" for giving but which do not carry a tax deduction value. For example, how much they spent at your auction, DAF, IRA, soft credits, or other non-cash asset gifts. Again, for myself and my clients, I think you should handle it with a separate document which you can insert with the main letter, or decide to mail it completely on its own.

If you want to see a sample of both pieces contained in one letter, email me, and I'll set it up to mail you a "mock" thank you letter.

Blessings,

Rick

P.S. Please note that item #2 above is not an obligation on your part, whereas handling #1 above is a federal regulation you must comply with. But I think executing #2 shows a best-in-class level of serving your partners.

Email me and just ask

[Please make sure you check out the website](#) It will give you a better idea of the ways we are trying to serve faith based ministries like Youth for Christ chapters, and other Christian based ministries.

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